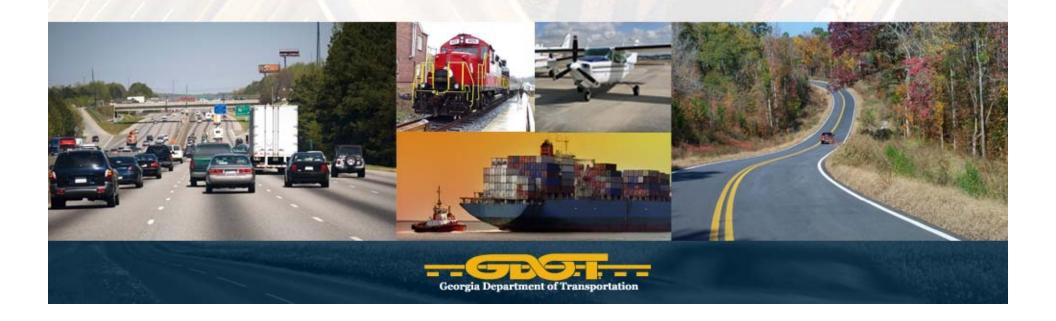
Communications Outreach Activities Administrative Committee April 20, 2011

Karlene Barron Communications Director



Why Do Outreach?

- Tell our story, Tell our story, Tell our story!
- Allows us to control our message
- Department's Accomplishments
- This Year's Campaigns/Focus
 - Statewide Editorial Outreach
 - RoadWorks 2011 (Summer Construction)
 - Revamped, enhanced Web and Social Media presence



Statewide Editorial Campaign

Strategy

- Key subjects that were not being covered
- Accomplishments/how we are improving
- Every 6 8 weeks
- Engage all media around state:
 - Major dailies
 - Neighborhood papers
 - Trades
 - Partner agencies' web sites
- Prominently featured on our web site



Editorial Topics

Already published:

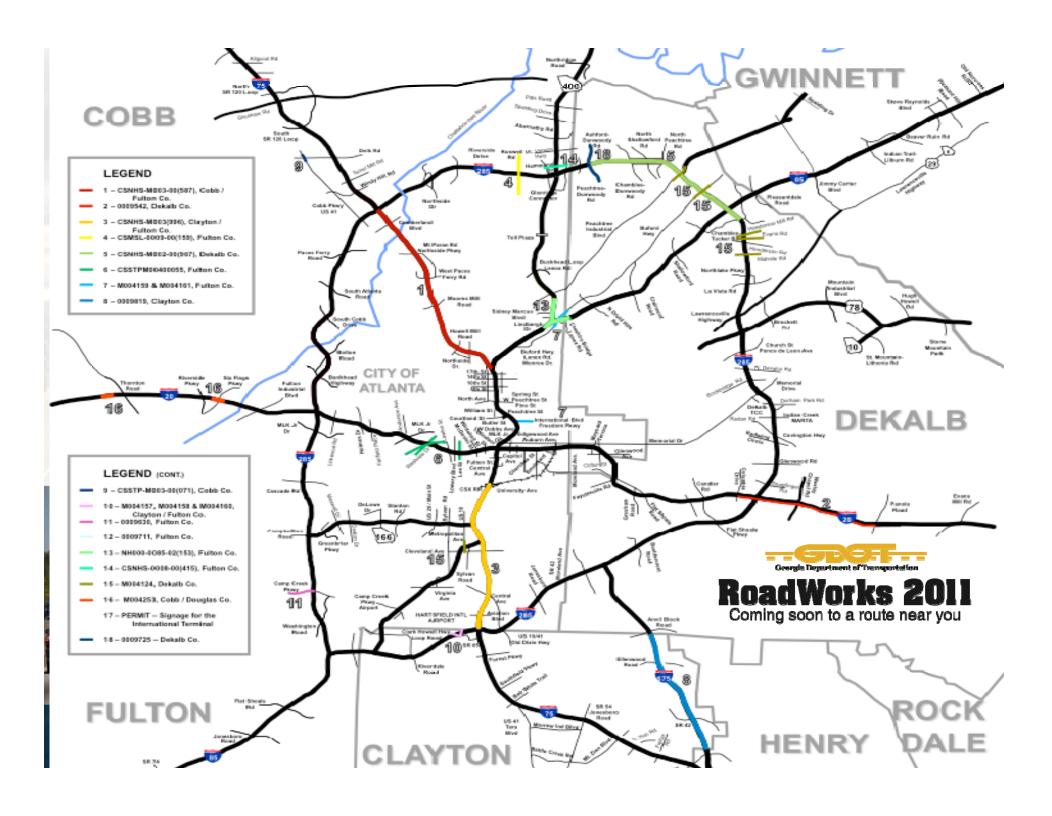
- Safety/Georgia DOT Efforts to Make Roads Safer paying off, Keith Golden
 - Published in 21 dailies and weeklies across the state
- Signal Optimization/Congestion Relief, one light at a time, Gerald Ross
 - Published in 16 dailies and weeklies across the state, including the AJC
- Program Delivery/Georgia DOT is making Progress, Commissioner Smith
 - So far, published in 16 dailies and weeklies across the state, including the AJC

To be published:

- Maintenance Needs/Mowing Cycle
- Economic Development
- Stimulus Wrap Up
- Managed Lanes
- Value Engineering

- Bridge Improvements
- Right-of-Way Acquisition
- Utilities Improvements
- Alternative Transportation Modes (Rail & Transit)





Summer Construction

Background:

- RoadWorks 2011—beginning this spring and continuing through the construction season, is a very aggressive work schedule that will include many interstates and state routes across Georgia.
- This construction schedule is designed to address an infrastructure that needs attention.
- We will make the best effort to minimize the public's inconvenience and frustration by scheduling work crews at off-peak hours (evenings and weekends) when possible and pro-actively publicizing times, dates of lane closures and detour routes.
- Motorists can access the most up-to-date information on these construction projects by visiting our website at www.dot.ga.gov/roadworks or by calling 511.
- Motorists and employers should consider alternative forms of transportation including mass transit, teleworking, vanpools, carpools and flex schedules.



Summer Construction

Target Audiences include... (but not limited to)

Stakeholders/Decision makers

DOT Board, Governor's office, Elected officials
TMAs/Clean Air Campaign, GRTA, MARTA, ARC, FHWA, GOHS, GDEcD

Community/Industry

Emergency/Medical facilities, TIME Task Force members, ACCG/GMA, Metro Atlanta Chamber and other Chambers, area malls, churches, Universities, AAA (National/Regional), Large metro-area employers, NPUs, Homeowners' Associations, Property managers, etc.

- Media
- The Public



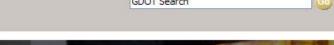
Summer Construction

Strategies (include but not limited to)

- Press briefings, weekly construction updates, limited paid media, editorials;
- Web banners on various partner agency sites;
- Speaker's bureau—outreach to civic and community groups;
- One-on-one meetings with major government entities in the City;
- Enhanced web presence geared to construction campaign;
 and
- Use of social media to consistently push information to motorists.



Quick Links









Welcome

The Georgia Department of Transportation's team of motivated professionals is working to maintain safety on our roadways and to relieve congestion on our interstates. Our commitment is a 21st century transportation network that moves people and goods through our state in a timely and efficient manner.





COMMISSIONER SMITH EDITORIAL

Read Georgia DOT Commissioner Vance C. Smith's editorial regarding projects and accountability.





STATE TRANSPORTATION BOARD

The April Transportation Board meeting agenda is now available



I-85 EXPRESS LANES

Crews working anytime weather permits except weekday rush hours





GEORGIA SCENIC BYWAYS

Two new Georgia Scenic Byways Designated

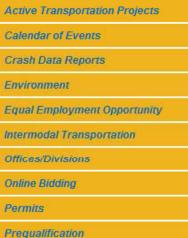


Georgia DOT Awards more than \$644,000 in GATEway Landscape Grants





Visit our Press Room





Safety

Transportation Board

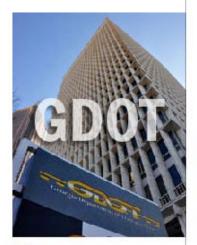
Transportation Investment Act

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Photos



About

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Atlanta MMPT (Multi-Modal Passenger

Georgia Department of Transportation

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Community/Government · Atlanta, Georgia



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PLAN AHEAD

with Weekend Lane Closure and Special Event Reports

TRANSPORTATION PROJECTS

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- View major projects currently underway

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PROGRAMS & STUDIES

- > Road Improvement Programs
- > Environmental Programs
- > Strategic Planning
- > Safety Programs & more

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VIEW TRAFFIC CONDITIONS IN REAL TIME AT WWW.511GA.ORG



Communications Outreach Activities

Questions?

